NEW BRAND INTRODUCTION

	Magna Lites 85 (Box)	Merit 85 (Box)
SMOKE		
Butt Length, mm	30	33
FTC Tar, mg/cigt.	8.7	7.8
Nicotine, mg/cigt.	0.58	0.62
Puffs/cigt.	7.4	7.3
Filtration Eff., %	60	61
Filler Rod TPM, mg/cigt.	30.7	26.9
CIGARETTE		
Total RTD, mm of H_2O	154	124
Length, mm	78.3	84.1
Circumference, mm	24.9	24.9
PAPER		
Components		
Type	Cit.	Cit.
Percent	0.6	1.5
Porosity, sec.	20	12
Permeability, ml/cm^2.min.	27	47
FILTER		
Type	CA	CA
RTD, mm of H_2O	125	116
Length, mm	19.1	27.0
Weight, g	0.14	0.17
Fiber denier/shape	2.2/Y	2.7/Y
Tipping paper length, mm	27	32
Color	White	Cork
Ventilation, %	21	30
Type/Rows	L/1	L/2
FILLER		
Total alkaloids, % (DWB)	1.78	2.12
Total red. sugars, % (DWB)	8.4	7.2
Wt. of tob., g (12.5% O.V.)	0.651	0.669
Rod Density, g/cc	0.223	0.238
Reconstituted Tob., %	24	22
E.S., %	None	3
Expanded Tob., %	16	12

Source: https://www.industrydocuments.ucsf.edu/docs/xkpk0001